

Social Media Management Client: Seven Eight Tattoo

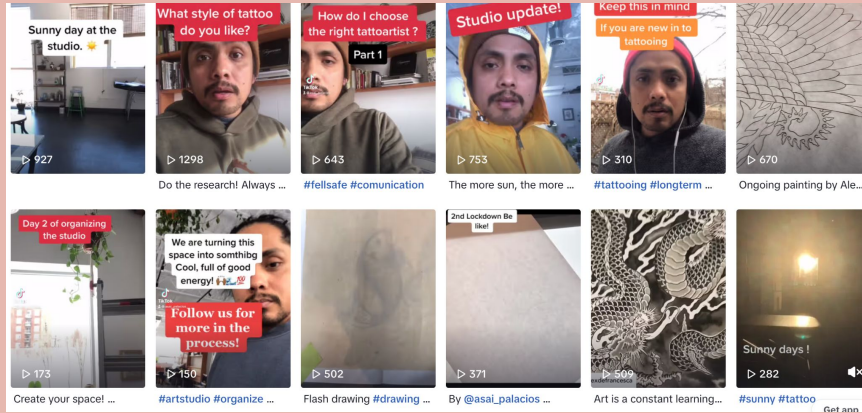
From July 2021 to June 2022, I was hired as the social media manager at a popular tattoo studio in Toronto, Canada called Seven Eight Tattoo

Seven Eight Tattoo's social media was primarily run by the studios owner, Asai Palacios, a tattoo artist and father who, in his own words, "struggled to keep up with the social media landscape, especially on TikTok".

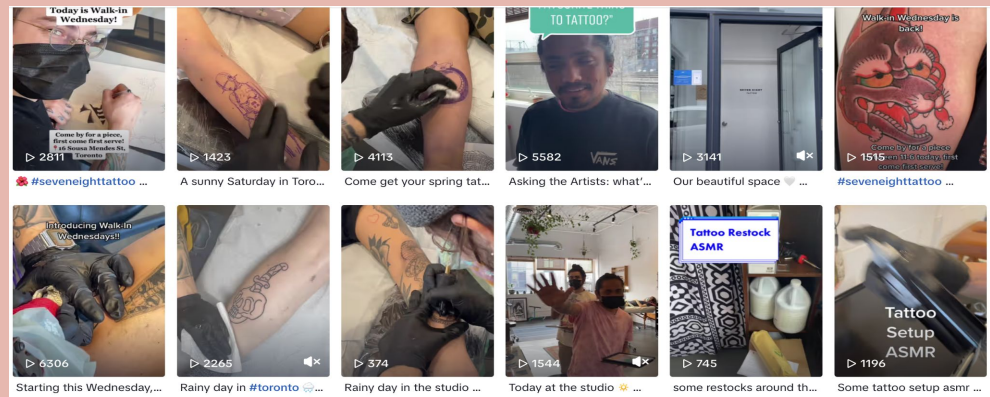
When brought onto the team, I had three goals to improve Seven Eight's social branding: 1), to create a cohesive visual aesthetic across all channels, 2) to feature the space and artist as much as the pieces themselves, to emphasise a sense of community, and 3) to incorporate popular TikTok movements and trends into the studio's video content to help boost TikTok impressions.

I consider my time working with the studio to be a success. Not only did the studio gain thousands of TikTok followers, hundreds of Instagram followers, and a consistent rise in engagement under my management, but I also was able to aid in the cultivation of a core community surrounding the studio and it's artists, seen in the implementation and rising subscriber count of a monthly e-mail newsletter promoting the space.

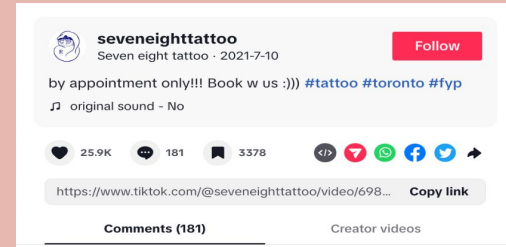
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Average view count before



Most successful post



Average view count during

